

tmp8099.txt

From: [REDACTED]
Sent: Friday, September 12, 2014 9:11 AM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

merrill kramer
[REDACTED]

tmp130E.txt

From: [REDACTED]
Sent: Monday, September 22, 2014 7:06 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Mark Herman
[REDACTED]

tmp8127.txt

From: [REDACTED]
Sent: Friday, September 12, 2014 1:36 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Connie Raper
[REDACTED]

tmpFFED.txt

From: [REDACTED]
Sent: Tuesday, September 09, 2014 8:31 AM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Janet Abels
[REDACTED]

tmp5046.txt

From: [REDACTED]
Sent: Monday, September 15, 2014 7:16 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Tasha Shields
[REDACTED]

tmpD82F.txt

From: [REDACTED]
Sent: Thursday, September 11, 2014 4:11 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Laura Hainke
[REDACTED]

tmpCOA9.txt

From: [REDACTED]
Sent: Thursday, September 11, 2014 5:06 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

BOBETTE HALVERSON
[REDACTED]

tmp2D0E.txt

From: [REDACTED]
Sent: Wednesday, September 17, 2014 10:46 AM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Terri David
[REDACTED]

tmp9AA1.txt

From: [REDACTED]
Sent: Friday, September 12, 2014 1:36 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Lynn Elliott
[REDACTED]

From: [REDACTED] tmp6CEB.txt
Sent: Saturday, September 13, 2014 10:46 AM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Kandie Foust
[REDACTED]

tmpEA78.txt

From: [REDACTED]
Sent: Wednesday, September 10, 2014 4:51 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Jesse Chacon
[REDACTED]

tmp20A7.txt

From: [REDACTED]
Sent: Saturday, September 06, 2014 7:11 AM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Laurence Holyoak
[REDACTED]

tmp53AA.txt

From: [REDACTED]
Sent: Friday, September 05, 2014 5:26 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Michael Perez
[REDACTED]

tmpB944.txt

From: [REDACTED]
Sent: Thursday, August 21, 2014 3:51 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Vicky Tuorto
[REDACTED]

tmpDCAD.txt

From: [REDACTED]
Sent: Tuesday, August 19, 2014 12:51 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Hill King
[REDACTED]

tmpA1DD.txt

From: [REDACTED]
Sent: Monday, September 01, 2014 6:51 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Jan Kemmerer
[REDACTED]

tmpFDA6.txt

From: [REDACTED]
Sent: Monday, August 18, 2014 4:51 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

Surely consumers have the right to know that your agency designations are accurate?

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Moira Fay
[REDACTED]

tmp6641.txt

From: [REDACTED]
Sent: Friday, September 05, 2014 4:36 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

James Mulcare
[REDACTED]

tmp77BF.txt

From: [REDACTED]
Sent: Thursday, September 04, 2014 9:51 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

I value truth in advertizing. Vetted third party certifiers are an easy way to achieve this.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Josh Knox
[REDACTED]

tmp9178.txt

From: [REDACTED]
Sent: Tuesday, September 02, 2014 9:36 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Anne Ansel
[REDACTED]

tmp12DE.txt

From: [REDACTED]
Sent: Monday, September 22, 2014 7:06 PM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Mark Herman
[REDACTED]

From: Adam Russell [REDACTED]
Sent: Wednesday, August 27, 2014 2:25 PM
To: AGSEC - OES
Subject: Ensure more accurate and transparent labels on meat and poultry products

Secretary Vilsack,

Dear Secretary Vilsack,

I am writing to urge you to ensure more accurate and transparent labels on meat and poultry products.

The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels — confusing consumers and harming farmers that have earned the right to use these claims.

Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

Please improve the label approval system for these claims by granting petition No. 14-01 which requests third-party certification of all animal welfare and sustainability claims. Requiring independent third-party certification would help increase transparency and prevent the use of misleading and inaccurate labels.

Furthermore, I am very concerned about the rampant and unnecessary use of non-therapeutic antibiotics in animal agriculture. This extensive use of low levels of antibiotics poses a significant risk to human health, as recently recognized by the Centers for Disease Control and Prevention. Yet, meat and poultry producers are not required to identify this use of antibiotics on their products. Please change this practice by supporting petition No. 12-03 that would require clear labels on meat and poultry products derived from animals raised with the routine use of antibiotics. Mandatory labels identifying the products produced with antibiotics will help me make more informed choices about what I consume.

Thank you for considering my request.

Sincerely,

Adam Russell

21042

Amy Mans

[REDACTED]

June 17, 2014

Secretary Thomas Vilsack
Secretary Thomas Vilsack
U.S. Department of Agriculture
1400 Independence Avenue, SW
Washington, DC 20250

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

Amy Mans



From: [REDACTED]
Sent: Friday, September 12, 2014 9:11 AM
To: AGSEC - OES
Subject: Consumers Deserve Accurate Food Labels

Dear Secretary Thomas Vilsack:

I am writing to urge you to improve the procedures used for approving animal welfare and sustainability label claims on meat and poultry packaging. The Animal Welfare Institute (AWI) researched USDA approval of claims like "humanely raised" and "sustainably farmed" and found that USDA could not provide supporting evidence for a majority of the claims that it approved. This lack of oversight allows for the use of intentionally deceptive labels--confusing consumers and harming high-welfare farmers who have earned the right to use these claims.

In a recent public opinion survey on meat labeling commissioned by AWI, almost 90 percent of consumers stated that producers should have to prove any claims like "humanely raised" and "sustainably farmed" on labels, and a majority of consumers believe that a brief statement from a producer does not qualify as acceptable proof. Under the current approval process, no one, including USDA, learns which claims are being appropriately used and which ones aren't.

You can improve the label approval system for these claims by granting AWI's petition. The petition illustrates how requiring independent third-party certification would help prevent the use of misleading and inaccurate labels.

Thank you for considering my request.

Sincerely,

merrill kramer
[REDACTED]